

ABSTRACT

It is an object of the present invention to provide a thermoplastic resin coloring agent having excellent dispersibility, transparency, ultraviolet blocking properties, etc., and a thermoplastic resin composition employing same, and it is another object of the present invention to provide a thermoplastic resin molding having excellent dispersibility, transparency, ultraviolet blocking properties, stretchability, and surface smoothness.

The present invention relates to a thermoplastic resin coloring agent containing a surface-treated α -ferric oxide (A) formed by coating a non-acicular α -ferric oxide having an average particle size of 0.01 to 0.06 μm and an aspect ratio of 0.2 to 1.0 with a polyhydric alcohol and an organopolysiloxane, and an oxycarboxylic acid metal salt (B1) as a dispersing agent (B) and, moreover, to the thermoplastic resin coloring agent further containing a methine-based dye (C). The present invention also relates to a thermoplastic resin composition and a molding obtained using the thermoplastic resin coloring agent. Furthermore, the present invention relates to a molding obtained by coating the molding with a carbon film.